Print Services User Guide

Understanding **Artwork for Print**

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Preferred Formats:

Preferred formats should contain only vector-based graphics and text, and/or high-resolution images. Low resolution images may deliver inferior results. Customers must carefully check their proof as artwork charges for corrections may apply.

.pdf	.ai & .eps	.indd	.qxp
Adobe® Acrobat	Adobe® Illustrator	Adobe® InDesign	QuarkXPress 6

Accepted Formats:

Accepted formats will require amending by the Staples Studio to generate professional grade 'print-ready' artwork. Amends will be subject to artwork charges.

.psd	.doc/x	.xls/x	.ppt/x
Adobe® Photoshop	Microsoft® Word	Microsoft® Exel	Microsoft® Powerpoint

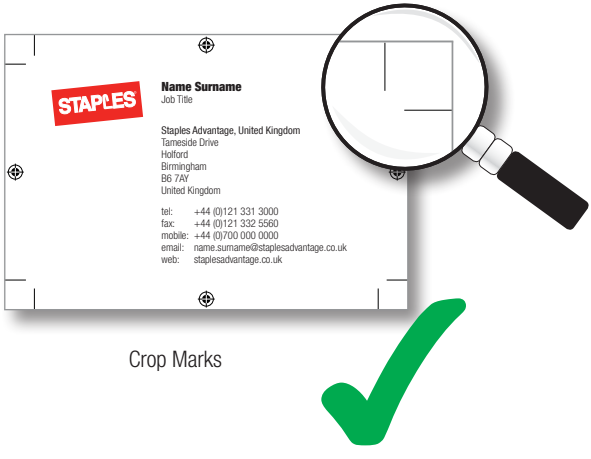
Always check your proof **carefully!**

PROOF APPROVED

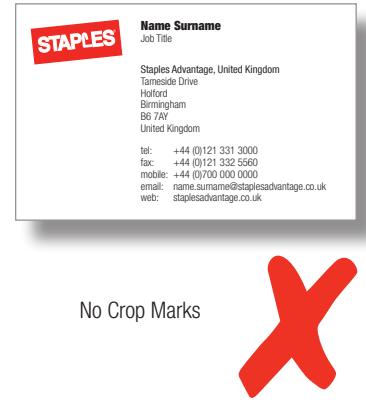
Understanding **Crop Marks & Bleed**

A. Crop Marks

Crop marks are lines placed in the corners of your artwork to indicate the edge of the final product. These will be used to accurately cut your print to the exact size.



Crop Marks



No Crop Marks

B. Bleed

When any image or graphic element touches the edge of the page, it must be extended outside the crop area by 3mm. Failing to provide bleed and crop marks can result in an undesirable white border on the edge of the finished printed item.

Bleed

No Bleed

Understanding **Images**

STAPLES TIP!
Images downloaded from the internet will usually be 72dpi. Please check your images carefully, particularly if the file is small in size.

C. Image Resolution

The resolution of an image is determined by the number of dots printed per inch (dpi). **NOTE: If an image is supplied at less than 300dpi (print size) it could appear pixelated (blurred) when printed.**

300dpi (at print size)

72dpi (at print size)

D. Image Colour

On your screen, the colours you see are made up of Red, Green and Blue (RGB). Printers can only use Cyan, Magenta, Yellow and Black (CMYK) inks to print your image. If your image is supplied in RGB format, the colours will be converted to CMYK. This process can make the colour appear slightly different.

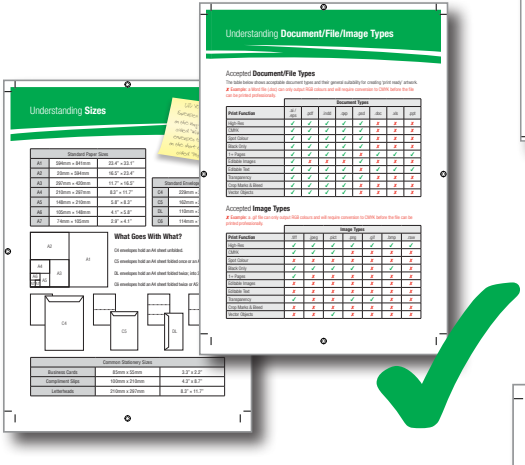
CMYK Colour

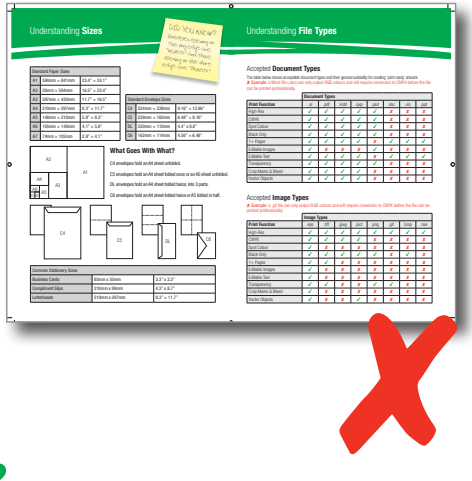
RGB Colour

Understanding **Pages**

E. Pagination

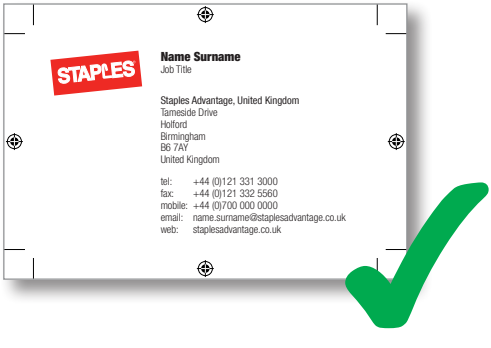
Supplied files with multiple pages should be supplied as single pages, not as spreads. This is so the printer can organize your document into a special order so it reads correctly when bound and finished.

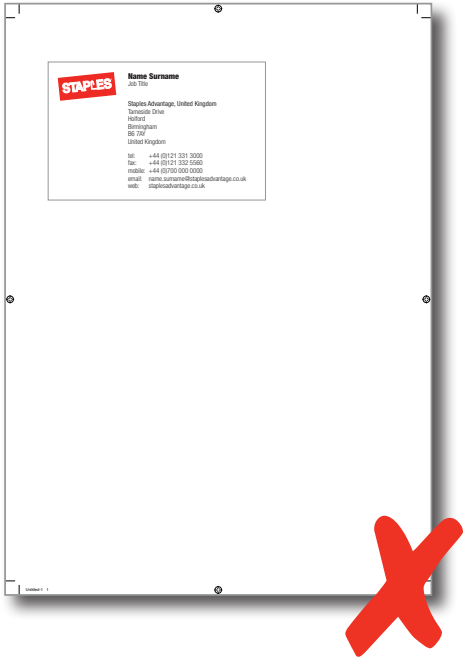




F. Document Size

Please ensure your document is set to the correct size for your project. ie. The size of your page for a business card should be 85mm x 55mm.





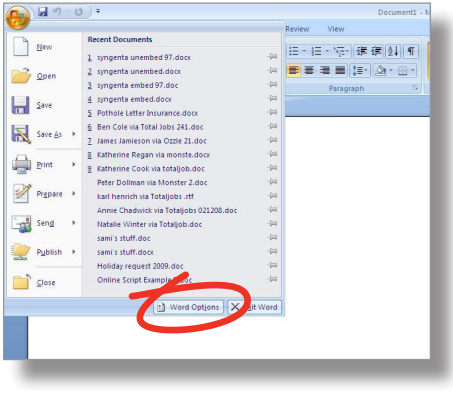
Understanding **Fonts and Guides**

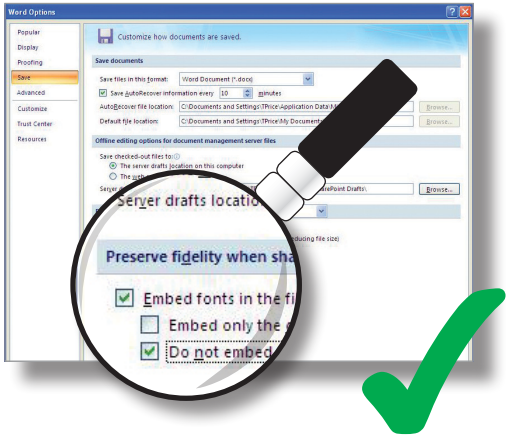
G. Embed Fonts

Every computer has its own collection of fonts. To ensure your artwork uses the same fonts on every computer, they should be 'embedded' within the file.

How to embed fonts into a Word 2007 document

1. Drop-down from the Office logo and choose 'Word Options'
2. Select the 'Save' tab on the left.
3. Check 'Embed fonts in the file'
4. Click on OK and save as usual.

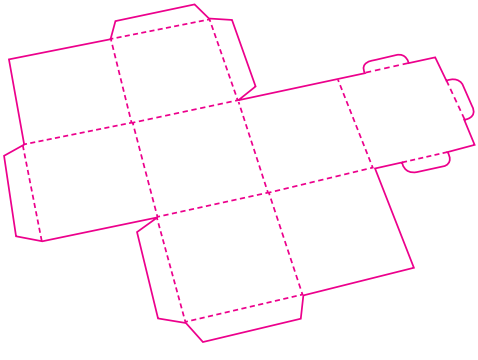




H. Guides

If your project has an unusual shape, it will require a 'cutter guide'.
This guide allows the printer to cut your product to the exact shape needed (such as a folder with a flap).

Cutter guides should be created using professional design software.
For further information, please consult a Staples Associate.

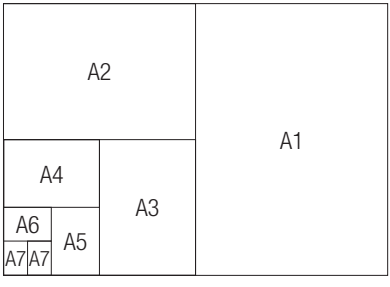


Understanding **Sizes**

DID YOU KNOW?
Envelopes opening on the long edge are "Wallets" and those opening on the short edge are "Pockets".

Standard Paper Sizes		
A1	594mm × 841mm	23.4" × 33.1"
A2	20mm × 594mm	16.5" × 23.4"
A3	297mm × 420mm	11.7" × 16.5"
A4	210mm × 297mm	8.3" × 11.7"
A5	148mm × 210mm	5.8" × 8.3"
A6	105mm × 148mm	4.1" × 5.8"
A7	74mm × 105mm	2.9" × 4.1"

Standard Envelope Sizes		
C4	324mm × 229mm	9.16" × 12.96"
C5	229mm × 162mm	6.48" × 9.16"
DL	220mm × 110mm	4.4" x 8.8"
C6	162mm × 114mm	4.56" × 6.48"



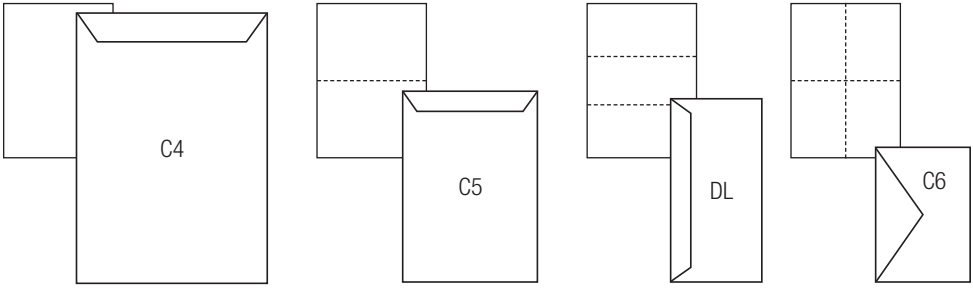
What Goes With What?

C4 envelopes hold an A4 sheet unfolded.

C5 envelopes hold an A4 sheet folded once or an A5 sheet unfolded.

DL envelopes hold an A4 sheet folded twice; into 3 parts.

C6 envelopes hold an A4 sheet folded twice or A5 folded in half.



Common Stationery Sizes		
Business Cards	85mm x 55mm	3.3" x 2.2"
Compliment Slips	210mm x 99mm	4.3" x 8.7"
Letterheads	210mm x 297mm	8.3" × 11.7"

Understanding **File Types**

Accepted **Document Types**

The table below shows acceptable document types and their general suitability for creating 'print ready' artwork.
✗ Example: a Word file (.doc) can only output RGB colours and will require conversion to CMYK before the file can be printed professionally.

	Document Types							
Print Function	.ai	.pdf	.indd	.qxp	.psd	.doc	.xls	.ppt
High-Res	✓	✓	✓	✓	✓	✗	✗	✗
CMYK	✓	✓	✓	✓	✓	✗	✗	✗
Spot Colour	✓	✓	✓	✓	✓	✗	✗	✗
Black Only	✓	✓	✓	✓	✓	✗	✗	✗
1+ Pages	✓	✓	✓	✓	✗	✓	✓	✓
Editable Images	✓	✗	✗	✗	✓	✗	✗	✗
Editable Text	✓	✓	✓	✓	✗	✓	✓	✓
Transparency	✓	✓	✓	✓	✓	✗	✗	✗
Crop Marks & Bleed	✓	✓	✓	✓	✗	✗	✗	✗
Vector Objects	✓	✓	✓	✓	✗	✗	✗	✗

Accepted **Image Types**

✗ Example: a .gif file can only output RGB colours and will require conversion to CMYK before the file can be printed professionally.

	Image Types							
Print Function	.eps	.tiff	.jpeg	.pict	.png	.gif	.bmp	.raw
High-Res	✓	✓	✓	✓	✓	✓	✓	✓
CMYK	✓	✓	✓	✓	✗	✗	✗	✗
Spot Colour	✓	✗	✗	✗	✗	✗	✗	✗
Black Only	✓	✓	✓	✓	✓	✗	✓	✗
1+ Pages	✓	✓	✗	✗	✗	✗	✗	✗
Editable Images	✓	✗	✗	✗	✗	✗	✗	✗
Editable Text	✓	✗	✗	✗	✗	✗	✗	✗
Transparency	✓	✓	✗	✗	✓	✓	✗	✗
Crop Marks & Bleed	✓	✗	✗	✗	✗	✗	✗	✗
Vector Objects	✓	✗	✗	✓	✗	✗	✗	✗

Explanation of **File Types**

NOTE
Artwork supplied in any of the Microsoft applications such as Word or Excel will require intervention by our Print studio.

★★★★★ - **Ideal Format**
★★★★★ - **Usable Format**
★★★★★ - **Workable Format**
★★★★★ - **Bad Format**
★★★★★ - **Very Bad Format**

AI - Adobe® Illustrator
★★★★★
Professional drawing programme. Objects are composed of paths and lines, connected by points.

INDD - Adobe® InDesign
★★★★★
Professional page layout programme used for creating and formatting books, magazines, flyers, brochures etc.

PDF - Adobe® Acrobat
★★★★★
PDF (Portable Document Format) preserve fonts and formatting electronically across multiple platforms.

QXD - QuarkXPress 6
★★★★★
Desktop publishing programme used for creating page layouts for many publications.

PSD - Adobe® Photoshop
★★★★★
The most commonly used professional image-editing programme.

DOC - Microsoft® Word
★★★★★
Word processing programme. Word files can appear different from computer to computer.

XLS - Microsoft® Excel
★★★★★
Often used to create spreadsheets, charts and graphs. Excel files can appear different from computer to computer.

PPT - Microsoft® Powerpoint
★★★★★
Often used for presentations or slideshows. Powerpoint files can appear different from computer to computer.

EPS - Encapsulated PostScript
★★★★★
File that may contain 2D vector graphics, bitmap images, and text.

JPEG
(named after the Joint Photographic Experts Group)
★★★★★
Compressed graphic format. JPEG images are commonly used for Web graphics and for photos taken with digital cameras.

TIFF - Tagged Image File Format
★★★★★
Standard image format for storing high-quality colour images. May contain multiple layers and pages.

PICT - Picture File
★★★★★
Image file saved in the PICT format may contain both vector and bitmap data and can use thousands of colours.

PNG - Portable Network Graphics
★★★★★
PNG allows the colours in the image to fade from opaque to transparent.

GIF - Graphics Interchange Format
★★★★★
GIFs are a common format for Web graphics and images that contain text, such as navigation buttons.

BMP - Bitmap Format
★★★★★
Image made up of pixels. Zooming in on a bitmap image will make it appear blocky since the size of each pixel increases.

RAW - Raw Image File
★★★★★
24-bit RGB graphic containing uncompressed, raw image data.